



The Vitamin Marketing Experts

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March 9, 1998

Dr. Elizabeth Yetley
Director of the Office of Special Nutritionals
Division of Programs and Enforcement Policy
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street
HFS-455
Washington, D.C. 20204

Dear Dr. Yetley:

Notice is hereby given pursuant to the requirements of Section 403(r)(6)(21 U.S.C. 343(r)(6) of the Federal Food, Drug and Cosmetic Act of statements of nutritional support which have been made on the label and/or in the labeling in connection with the marketing of the dietary supplement FAMILY ESSENTIALS™ WITH REFERENCE TO ANY CLAIM CONCERNING VITAMIN C. FAMILY ESSENTIALS™ WITH REFERENCE TO ANY CLAIM CONCERNING VITAMIN C were first marketed with this statement of nutritional support on Friday, March 6, 1998. The statement of nutritional support is as follows:

"For Juniors Vitamin C helps support a strong immune system"

Very truly yours,

MASON VITAMINS, INC.

Sonia C. Rodriguez
VP Marketing & Regulatory Affairs

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STUDIES FOR VITAMIN C CLAIMS

Murad, S. et al; "Regulation of Collagen Synthesis by Ascorbic Acid" *Proc. Natl Academy of Sciences of USA* 78: 2879-2882 May 1981

May, J.M. et al; "Ascorbic Acid Recycling Enhances the Antioxidant Reserve of Human Erythrocytes" *Biochemistry* 34: 12721-12728, 1995